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Title:

PRODUCT DISPLAY AND SUPPORT CARTON

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PRODUCT DISPLAY AND SUPPORT CARTON

Field of the Invention

The present invention is generally directed to product cartons and, more particularly, to a carton that serves to both display and support a product.

Background of the Invention

For many products, a carton is used to display and support a product that has been shipped from the point of manufacture to the destination where it will be sold. This is especially true of many smaller products that are suitable for display, but not self supporting, in a relatively large quantity within a single carton. Typically,
10 when the carton arrives at the sales destination, the products are either already in the carton or are placed in the carton on a shelf for selection and purchase by a consumer.

As is known, there are a number of problems that are inherent in the display of some products in this particular manner. This is especially true of gift bags and the like which are preferably displayed in a relatively vertical orientation but are
15 sufficiently thin and flexible so as not to be self-supporting. In the case of gift bags, it is not uncommon for them to be displayed by hanging them by their handles on pegs.

While hanging gift bags by their handles on pegs serves to display the gift bags in a manner where they can be seen by the consumer, there are several problems which are presented. First, the layout of the store may be such that it may
20 not be desirable to utilize the pegs for display of gift bags. Second, the display of gift bags on pegs makes it difficult for the consumer to remove a desired one of them from the free end of the peg. Third, the gift bags may be earmarked for display on a shelf that will make it impossible to place them on a peg. Fourth, the gift bags cannot simply be placed in a carton because there is nothing to maintain them in any kind of
25 organized manner within the carton. As bags are removed from the carton, the gift bags have a tendency to fall forward out of the display or otherwise become unsightly as they slip down into the carton due to the absence of self support.

For all of these and other reasons, there has been a need for a product display and support carton that can serve to properly display any product that is not
30 self-supporting such as the previously mentioned gift bags.

Summary of the Invention

Accordingly, the present invention is directed to a product display and support carton that includes a display box and an opposed pair of dividers that define at least two separate product receiving compartments. The display box is formed of a bottom panel and an upwardly extending wall panel, which together form a product carrying enclosure. In addition, the display box has an open top defined by a top wall panel edge disposed opposite the bottom panel, and the product carrying enclosure is inclined at an angle to the vertical when the bottom panel is on a horizontal surface.

With this arrangement, the opposed pair of dividers extends inwardly from opposite sides of the wall panel into the product carrying enclosure toward one another to define the at least two separate product receiving compartments.

In other respects, the upwardly extending wall panel is preferably defined by an upwardly and rearwardly inclined front wall, an upwardly and rearwardly inclined rear wall, and a pair of generally parallel side walls. The front wall advantageously comprises a product restraining wall of less than the height of the products to be displayed within the product receiving compartments of the product carrying enclosure whereas the rear wall advantageously comprises a product support panel of at least the height of the products to be displayed within the product receiving compartments. Further, the side walls are preferably vertical when the bottom panel is on a horizontal surface and the top wall panel edge of the side walls inclines upwardly and rearwardly from the front to the rear wall.

In one embodiment, the dividers are each parallel to the front and rear walls to define upwardly and rearwardly inclined product receiving compartments within the product carrying enclosure. More specifically, the carton advantageously includes a carton insert associated with each of the side walls to form and support one of the pair of dividers to define the at least two product receiving compartments.

In still other respects, the carton preferably includes a plurality of carton inserts integrally associated with each of the side walls with each of the carton inserts having at least one divider corresponding to a divider on the other one of the side walls. The carton inserts may be formed so as to be generally U-shaped or they may be formed to be generally L-shaped. In either case, the carton inserts are integrally associated with the corresponding side wall of the display box in any

suitable manner which may, by way of example be accomplished by adhesively securing them to the corresponding side wall, preferably with double-sided tape.

In one embodiment, each of the carton inserts is of a height greater than the height of the product restraining rail of the front wall and of a height less than the height of the product support panel of the rear wall, i.e., of a height intermediate the height of the front and rear walls. Preferably, the display box and the carton inserts are both formed of a corrugated material and the display box may advantageously include printed indicium which is suitable information related to purchasing the products contained within the product carrying enclosure.

Other objects, advantages and features of the present invention will become apparent from a consideration of the following specification taken in conjunction with the accompanying drawings.

Brief Description of the Drawings

Fig. 1 is a perspective view of a product display and support carton in accordance with the present invention;

Fig. 2 is a front elevational view of the product display and support carton as illustrated in Fig. 1;

Fig. 3 is a side elevational view of the product display and support carton as illustrated in Fig. 1;

Fig. 4 is a top perspective view of the product display and support carton as illustrated in Fig. 1; and

Fig. 5 is a cross-sectional view taken generally along the line 5-5 of Fig. 1.

Detailed Description of the Preferred Embodiment

In the illustrations given, and with reference first to Fig. 1, the reference numeral 10 designates generally a product display and support carton in accordance with the present invention. The carton 10 includes a display box generally designated 12 defined by a bottom panel 14 and an upwardly extending wall panel 16 which together form a product carrying enclosure 18. The upwardly extending wall 16 is defined by an upwardly and rearwardly inclined front wall 20, an upwardly and rearwardly inclined rear wall 22, and a pair of generally parallel side walls 24 and 26.

The display box 12 has an open top defined by a top wall panel edge 28 of the front wall 20, rear wall 22, and side walls 24 and 26 which is located generally opposite the bottom panel 14. The product carrying enclosure 18 will be understood to be inclined at an angle to the vertical when the bottom panel is placed on a horizontal surface such as 30 (see, also Fig. 3). The carton 10 also includes a carton insert such as 32 and 34 in the product carrying enclosure 18 integrally associated with each of the side walls 24 and 26 (see, also, Fig. 4). As will be appreciated from Fig. 4, the inserts 32 and 34 form and support one of a pair of opposed dividers such as 32a and 34a extending inwardly into the product carrying enclosure 18.

With reference still to Fig. 4, it will be seen that the inserts 32 and 34 with their dividers 32a and 34a define at least two separate product receiving compartments such as 36 and 38.

Referring to Figs. 1 and 2, the front wall 20 comprises a product restraining rail of less than the height of the products to be displayed within the product receiving compartments such as 36 and 38 of the product carrying enclosure 18. On the other hand, the rear wall 22 opposite the front wall 20 comprises a product support panel of at least the height of the products to be displayed within the product receiving compartments such as 36 and 38 of the product carrying enclosure 18.

As will be appreciated from Fig. 4, the side walls 24 and 26 are vertical when the bottom panel 14 is on a horizontal surface such as 30 with the top wall panel edge 28 of the side walls 24 and 26 inclining upwardly and rearwardly from the front wall 20 to the rear wall 22. The dividers such as 32a and 34a each are parallel to the front and rear walls 20 and 22 in such a manner as to define upwardly and rearwardly inclined product receiving compartments 36 and 38 within the product carrying enclosure 18. Preferably, the carton 10 includes a plurality of carton inserts integrally associated with each of the side walls 24 and 26 within the product carrying enclosure 18 with each of the carton inserts having at least one divider corresponding to a divider on the other one of the side walls.

As shown in Fig. 4, the carton 10 advantageously includes carton inserts 40 and 42 and carton inserts 44 and 46, in addition to the previously discussed carton inserts 32 and 34. It will be understood that each of the carton inserts of at least one corresponding pair of the inserts, e.g., either inserts 32 and 34 or inserts 40

and 42 in the illustrated embodiment, are generally U-shaped. However, in the illustrated embodiment, the corresponding pair of inserts 32 and 34 and the corresponding pair of inserts 40 and 42 are both generally U-shaped.

5 Still referring to Fig. 4, each of the carton inserts of at least another corresponding pair, e.g., carton inserts 44 and 46, are generally L-shaped.

In the illustrated embodiment, and as best illustrated in Figs. 4 and 5, the generally U-shaped inserts 32, 34 and 40, 42 are both similarly constructed by having corresponding dividers. The inserts 32, 34 each have corresponding dividers 32a, 32b and 34a, 34b and the inserts 40, 42 each have corresponding dividers 40a, 40b and 42a, 42b. The generally U-shaped carton inserts 32, 34, 40, and 42 each have wall portions 32c, 34c, 40c, and 42c that join the corresponding dividers 32a, 32b; 34a, 34b; 40a, 40b; and 42a, 42b. The generally L-shaped carton inserts 44, 46 each include a single divider 44a and 46a joined to a wall portion 44c and 46c that extend completely to the rear wall 22 as shown in Fig. 4. With this arrangement, the pairs of carton inserts 32, 34; 40, 42; 44, and 46 define the previously described product receiving compartments 36 and 38 as well as the product receiving compartment 48.

Referring specifically to Fig. 5, each of the carton inserts such as 32, 40 and 44 are integrally associated with the corresponding side wall such as 24 of the display box 12 by being adhesively secured to the corresponding side wall such as 24 with double-sided tape as at 50. The carton inserts such as 32, 40 and 44 can be independent and applied to the inner surface of the side wall 24 with the double-sided tape 50 one-by-one or, preferably, they can be adhesively secured as at 52 and 54 (Fig. 5) thereby forming an integral insert by adhesively bonding the corresponding dividers 32a and 44a as well as adhesively bonding the corresponding dividers 32b and 40b. In this manner, the carton inserts 32, 40 and 44 may comprise a single insert to be adhesively secured by the double-sided tape as at 50 to the side wall 24 and the inserts 34, 42 and 46 can similarly form a single insert to be adhesively secured by double-sided tape to the side wall 26.

By using the double-sided tape to adhesively secure the carton inserts to the side walls, it is possible to greatly reduce the possibility that the inserts would pull away from the side walls during shipment or exposure to hot and cold weather extremes. It is, however, advantageous for the inserts to be adhesively secured

together so as to form an integral assembly of inserts to be adhesively secured to the side wall 24 and to also form an integral assembly inserts to be adhesively secured to the side wall 26. Moreover, by forming the inserts to have a spacing between the dividers that is relatively limited, each of the product receiving compartments will
5 hold a limited quantity of products such as gift bags.

By providing a limited quantity of products such as gift bags within each product receiving compartment, adequate support is provided for even a single gift bag that may remain in any one of the product receiving compartments.

10 Moreover, by inclining the front and rear walls as well as the product receiving compartments, the products are more attractively and effectively displayed for viewing by the consumer. This also provides a bit of additional support since the products such as gift bags lay against the rearward most of the dividers while they are within their respective product receiving compartments. In this manner, the product
15 display and support carton 10 is particularly well suited for display and support of a product that is not self supporting such as gift bags and the like.

Finally, the display box 12 and the carton inserts are all preferably formed of a corrugated material and the display box 12 advantageously includes printed indicia as at 56 that may comprise product information, pricing, and other
20 marketing material in the form of text or graphics (see Fig. 1).

While a preferred embodiment of the invention has been set forth in detail in the forgoing description, it will be appreciated that the details herein given may be varied by those skilled in the art without departing from the true spirit and scope of the appended claims.